



ORDER

Contract / Revision 19245 Flight Dates 05/28/10-06/06/10

Original Date / Revision 05/27/10 / 06/03/10

Advertiser RICK SCOTT FOR GOVERN(

Agency MULTI MEDIA

Buying Contact

915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314Primary Account Executive
Andy HauckAccount Executive Order%
Andy Hauck 100%

RICK SCOTT FOR FLA

Agency Com 15%

Billing Contact

915 KING STREET
2ND FLOOR
ALEXANDRIA, VA 22314Sales Office DC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order # 09181885

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POLITICAICIA

Product Codes PL1

Priority P-1

Advertiser Ref

Order Share 5% Market Value 614000

Competing Station	% of Order	Amount
WCLF	95%	583300
WEDU	%	0
WFLA	%	0
WFTS	%	0
WFTT	%	0
WHTR	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WXPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
May 2010	11	\$4,972.50	\$5,850.00	0.00
June 2010	43	\$21,122.50	\$24,850.00	0.00
Totals	54	\$26,095.00	\$30,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
04/26/10	05/30/10	11	\$4,972.50	\$5,850.00
05/31/10	06/06/10	43	\$21,122.50	\$24,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	7	05/31/10	06/04/10	ABC 7 News at Sunrise CM ABC 7 News at Sunris	6-7a		MTWTF--	1:00	5	\$250.00	P-7	0.00	NM	5	\$1,250.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/31/10	06/06/10	MTWTF--	5		\$250.00		0.00						
E 2	7	05/28/10	05/28/10	ABC 7 News at Sunrise CM ABC 7 News at Sunris	6-7a		----F--	1:00	1	\$250.00	P-7	0.00	NM	1	\$250.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	----F--	1		\$250.00		0.00						
E 3	7	05/31/10	06/04/10	M-F GMA Good Morning America	CM	7-9a	MTWTF--	1:00	5	\$400.00	P-8	0.00	NM	5	\$2,000.00
GD MORN AMER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/31/10	06/06/10	MTWTF--	5		\$400.00		0.00						

Contract / Revision **19245** Flight Dates **05/28/10-06/06/10**

Hiatus Dates

Original Date / Revision 05/27/10/ 06/03/10

Order Sep 00:15:00

Advertiser **RICK SCOTT FOR GOVERN** Product **RICK SCOTT FOR FLA**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	7	05/28/10	05/28/10	M-F GMA Good Morning America	CM	7-9a	----F--	1:00	1	\$400.00	P-8	0.00 NM	1	\$400.00
GD MORN AMER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/24/10	05/30/10	----F--	1		\$400.00		0.00					
E 5	7	05/31/10	06/04/10	ABC 7 News at Noon ABC 7 News at Noon	CM	12-1p	MTWTF--	1:00	5	\$300.00	P-4	0.00 NM	5	\$1,500.00
12N NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/31/10	06/06/10	MTWTF--	5		\$300.00		0.00					
E 6	7	05/28/10	05/28/10	ABC 7 News at Noon ABC 7 News at Noon	CM	12-1p	----F--	1:00	1	\$300.00	P-4	0.00 NM	1	\$300.00
12N NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/24/10	05/30/10	----F--	1		\$300.00		0.00					
E 7	7	05/31/10	06/04/10	ABC 7 News at 5p ABC 7 News at 5p	CM	5-530p	MTWTF--	1:00	5	\$500.00	P-6	0.00 NM	5	\$2,500.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/31/10	06/06/10	MTWTF--	5		\$500.00		0.00					
E 8	7	05/28/10	05/28/10	ABC 7 News at 5p ABC 7 News at 5p	CM	5-530p	----F--	1:00	1	\$500.00	P-6	0.00 NM	1	\$500.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/24/10	05/30/10	----F--	1		\$500.00		0.00					
E 9	7	05/31/10	06/04/10	M-F 6-7p News Rototor M-F 6-7p	CM	6-7p	MTWTF--	1:00	5	\$1,100.00	P-6	0.00 NM	5	\$5,500.00
6P NEWS/ABC WLD NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/31/10	06/06/10	MTWTF--	5		\$1,100.00		0.00					
E 10	7	05/28/10	05/28/10	M-F 6-7p News Rototor M-F 6-7p	CM	6-7p	----F--	1:00	1	\$1,100.00	P-6	0.00 NM	1	\$1,100.00
6P NEWS/ABC WLD NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/24/10	05/30/10	----F--	1		\$1,100.00		0.00					
E 11	7	05/31/10	06/04/10	Wheel of Fortune Wheel of Fortune	CM	7-730p	MTWTF--	1:00	5	\$600.00	P-6	0.00 NM	5	\$3,000.00
WHEEL FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/31/10	06/06/10	MTWTF--	5		\$600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	7	05/31/10-06/06/10		Wheel of Fortune	7-730p		MTWThF----	1:00	(\$600.00)		0.00	NM		
See MG 11.6														
[schedule changes/Local and National Hurricane specials]														
6	7	06/01/10-06/01/10		M-F 7-8p Rotator	7-8p		(7:00 PM-7:30 P-T-----	1:00	\$600.00		0.00	NM		
Ⓜ MG for 11.2 06/01														
E 12	7	05/28/10	05/28/10	Wheel of Fortune Wheel of Fortune	CM	7-730p	----F--	1:00	1	\$600.00	P-6	0.00 NM	1	\$600.00
WHEEL FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/24/10	05/30/10	----F--	1		\$600.00		0.00					
E 13	7	05/31/10	06/04/10	Jeopardy Jeopardy	CM	730-8p	MTWTF--	1:00	5	\$600.00	P-6	0.00 NM	5	\$3,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/31/10	06/06/10	MTWTF--	5		\$600.00		0.00					

Contract / Revision **19245** Flight Dates **05/28/10-06/06/10**

Hiatus Dates

Original Date / Revision 05/27/10/ 06/03/10

Order Sep 00:15:00

Advertiser **RICK SCOTT FOR GOVERN** Product **RICK SCOTT FOR FLA**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	7	05/31/10	06/04/10	Jeopardy Jeopardy	CM	730-8p	MTWTF--	1:00	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/31/10	06/06/10	MTWTF--	5		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	7	05/31/10-06/06/10		Jeopardy	730-8p		MTWThF----	1:00	(\$600.00)	0.00	NM				
See MG 13.6															
[schedule changes/Local and National Hurricane specials]															
6	7	06/01/10-06/01/10		M-F 7-8p Rotator	7-8p		(7:30 PM-8:00 P -T-----	1:00	\$600.00	0.00	NM				
Ⓜ MG for 13.2 06/01															
E 14	7	05/28/10	05/28/10	Jeopardy Jeopardy	CM	730-8p	----F--	1:00	1	\$600.00	P-6	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	----F--	1		\$600.00		0.00						
E 15	7	05/31/10	06/06/10	M-Sun ABC 7 News at 10M M-Sun ABC 7 News at	CM	M-F 11-1135p / Sa	MTWTFSS	1:00	5	\$1,000.00	P-6	0.00	NM	5	\$5,000.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/31/10	06/06/10	MTWTFSS	5		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	7	05/31/10-06/06/10		M-Sun ABC 7 News at 11p RM-F 11-1135p / S.	M-F 11-1135p / S.		MTWThFSaSu	1:00	(\$1,000.00)	0.00	NM				
See MG 15.6															
[due to NBA Finals, News will air @ 11:30pm]															
6	7	06/02/10-06/02/10		M-Sun ABC 7 News at 11p RM-F 11-1135p / S.	M-F 11-1135p / S.		--W-----	1:00	\$1,000.00	0.00	NM				
Ⓜ MG for 15.4 06/03															
E 16	7	05/28/10	05/30/10	M-Sun ABC 7 News at 10M M-Sun ABC 7 News at	CM	M-F 11-1135p / Sa	----FSS	1:00	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	----FSS	1		\$1,000.00		0.00						
E 17	7	06/05/10	06/05/10	ABC 7 Sat News at 630p ABC 7 Sat News at 63	CM	630-7p	-----S-	1:00	1	\$550.00	P-5	0.00	NM	1	\$550.00
630P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/31/10	06/06/10	-----S-	1		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	7	05/31/10-06/06/10		ABC 7 Sat News at 630p	630-7p		-----Sa--	1:00	(\$550.00)	0.00	NM				
See MG 17.2															
[due to Belmont Stakes there is no early news Saturday 6/5/10]															
2	7	06/06/10-06/06/10		Sign-On/Sign-Off	6P-7P		(6:00 PM-7:00 P -----Su	1:00	\$550.00	0.00	NM				
Ⓜ MG for 17.1 06/05															
E 18	7	05/29/10	05/29/10	ABC 7 Sat News at 630p ABC 7 Sat News at 63	CM	630-7p	-----S-	1:00	1	\$550.00	P-5	0.00	NM	1	\$550.00
630P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	-----S-	1		\$550.00		0.00						
E 19	7	05/29/10	06/05/10	Sat 7-8p Rotator Sat 7-8p Rotator	CM	WHEEL/JEOPARDY	-----S-	1:00	1	\$250.00	P-6	0.00	NM	2	\$500.00
WHEEL/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	-----S-	1		\$250.00		0.00						
Week:		05/31/10	06/06/10	-----S-	1		\$250.00		0.00						
E 20	7	05/29/10	06/06/10	Sat/Sun GMA Sat/Sun GMA	CM	8-9a	-----SS	1:00	1	\$300.00	P-6	0.00	NM	2	\$600.00
GD MORN AMER WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/24/10	05/30/10	-----SS	1		\$300.00		0.00						
Week:		05/31/10	06/06/10	-----SS	1		\$300.00		0.00						
Totals														54	\$30,700.00